

HOW ARE YOU TALKING TO ME?

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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**HOW ARE YOU TALKING TO ME?**

**By Shery Ma Belle Arrieta**

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On the Internet, we all assume double roles --- you're a seller and a buyer; I'm an e-zine publisher and a subscriber; we're web site owners and surfers.

And we're all after one thing --- to get a piece of cyber pie and make money online.

Millions go online every day and sometimes it's difficult to be personal in dealing with people who we either want to sell to, subscribe to our e-zine, or just plain drag to our latest web site.

In a place where all things are virtual and it's easy to stereotype, it takes time and a lot of hard work to build a good and reliable reputation. And it only takes a short while for that good reputation to come crumbling down.

I'm a seller, a publisher and a web site owner, but I'm not here to give you a sales talk, ask you to subscribe to my e-zines or even implore you take a peek at my web sites.

Today I'm your prospective client or buyer, your potential e-zine subscriber and your web site visitor so I'm here to share with you what I think about the things you've been doing to me and the others.

**\*IF YOU'RE SELLING ME SOMETHING, how are you talking to me?**

## HOW ARE YOU TALKING TO ME?

– Hey, I'm not dumb!

The last thing I want to read from you is an ad implying I'm dumb. I read you're looking for less than average people to join you. Gee, what a boost in my self-esteem. I took one look at your headline and I promptly sent your ad to the trash. I'd be surprised if you do get a lot of response.

– Give me a break!

I don't need you to give me false praises about how great you think my web site is. And aww, shucks...you even attached a snapshot of my web site with itsy bitsy teeny weeny yellow...err, small people getting pulled to my site as if my site's a magnet. But you know what? I don't own

that site! Your e-mail harvesting software picked up my e-mail address from a site that published one of my articles. So no thanks, I don't want to use your search engine placement service to drive traffic to my site. You can't even get my site right!

– I never gave you permission!

I'm a member of legitimate announcement lists so I can promote myself and read the promotions of others. However, the lists I joined are clearly not safelists so don't tell me we're both members of a safelist and that your message is not spam when I receive an e-mail from you offlist. Our association is only within the limits of the announcement lists we're subscribed to and just because we're both in those list doesn't mean you can keep my e-mail address in your address book. I never gave you permission to contact me later offlist to promote the latest get-rich-quick program you just joined.

\*IF YOU PUBLISH AN E-ZINE, how are you talking to me?

– What a name plate!

By the time I get to the main content of your e-zine, I've scrolled 100 lines down causing me to get that glazed (sometimes crazed) look. When I do reach the first article, I'm too exhausted to read it. All I could remember are the numerous top sponsor ads and your verbosity, not to mention the tons of exclamation marks you've put after your every statement.

– This here ain't an e-zine!

## HOW ARE YOU TALKING TO ME?

Ninety–nine percent of your so–called content is nothing but a bunch of your affiliate links. Has it occurred to you that I might want real information, not ads? Ok, so you publish some articles, but 50 other e–zines just published them last week. And you wonder why you're getting a lot of unsubscribe requests.

– You expect me to read through your e–zine?

Your format's all messed up and it's obvious you never take time to double–check how your e–zine looks like when it lands on my inbox. You could make it easier on me by using a clean format — say, at 65 characters per line and with lots of white spaces?

\*IF YOU HAVE A SITE, how are you talking to me?

– Kill me with your pop–ups and pop–unders!

I visit your site out of curiosity or genuine interest in

what you have to offer there, and as soon as I get to your site, a pop–up well...pops up. But that's OK, 'cause I can close the pop–up without even looking at it. So I continue to look at your site. I click a link on your main page and wow, another pop–up pops up! Again, it's OK, 'cause I can close it right away. I click 3 other links from your site and each time I do, there's a pop–up. So I've had it! I click the X on the browser where your URL is and I get even more pop–ups. And I discover too late that aside from the pop–ups, you've got pop–unders working for you. I'm glad I didn't bookmark your site because I'm not going to go back there again.

– The least you can do is be professional...

If you don't plan on learning HTML or creating your sites from scratch, can you at least take advantage of your WYSIWYG editors and make your site look professional? No, professional doesn't mean an animated dog running across the top of your page. No, professional doesn't mean one long page containing all the affiliate banners and buttons you can fit in there. No, professional doesn't mean using a size 1 Arial Narrow font in fuschia against a yellow background. And no, professional doesn't mean putting a "Love Me Tender" midi on your site where you're selling your latest e–book.

## HOW ARE YOU TALKING TO ME?

So here I am, someone who is on the receiving end of your message — whether you're trying to tell me about your services or your products, get me to read your e-zine or visit your site.

Really...how are you talking to me?

### **Listen To A Talking Cockatiel**

**By Nancy Richards**

#### **Listen To A Talking Cockatiel by Nancy Richards**

A wise old man had once told me – listen to a talking cockatiel and you will feel as happy as with a child. I did not understand his words until the day I decided to keep cockatiels as pets. Oh, they are simply adorable!

If you want to listen to a talking cockatiel, you need to train it that way. Cockatiels, in the entire parrot family, are not well known as talkers. They are more famous for whistling tunes of your favorite songs. However, when it does, it is an experience to listen to a talking cockatiel. It is simply delightful to listen to a childish voice emanating from a cute, feathery, white bird.

Guests at my place are more eager to listen to a talking cockatiel than to the drab conversation among humans! Cockatiels can be picked up and played with. The cockatiels are so sweet and gentle by nature they provide unlimited entertainment to both old and young. Listen to a talking cockatiel whistle in glee when it sees corn and millets for lunch...and you will be rolling into laughter.

A cockatiel will make itself an integral part of your life. It is so cute you can't help but fall in love with the cute bundle of feathers. Your joy increases manifold when you listen to a talking cockatiel call out your name in public to remind you that you belong to it and no one else.

The author is a parrot lover for the last 12 years and is the owner of the website

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